

ABSTRACT OF THE DISCLOSURE

A printhead is disclosed, which can speed up transfer of image data and driving of printing elements without increasing the number of signal lines and connection
5 terminals. An image data signal supplied to the printhead has a 4-bit bus format containing block selection data in its head. This signal is separated by a selection signal, and only the block selection data contained in the head is held in a latch and supplied to a decoder. The 4-bit image
10 data corresponding to the four subsequent segments are respectively held in the four latches of a first printing control unit.